



## EXPO & FASHION SHOW

**Show Management:**

Toby Indech & Damita Curry  
480.694.6454; [info@mitzvahsmadesimple.com](mailto:info@mitzvahsmadesimple.com)

Living Energy  
8350 E. Evans Rd. Suite A-3, Scottsdale, AZ 85260  
Fax: 480.629.8871

## EVENT FACT SHEET

### Sunday, November 14, 2010

12:00pm – 4:00pm Fashion show time: 2:00pm

Admission price: \$10 on-line per person/\$15 at door per person

**Hilton Scottsdale 6333 North Scottsdale Road, Scottsdale, AZ 85250-5428**

### Event Overview

- Mitzvahs Made Simple Expo and Fashion Show is an inclusive one-stop shop for planning a Bar/Bat Mitzvah celebration. The event will include a comprehensive tradeshow with an estimated 65 unique mitzvah focused vendors, synagogues and a fashion show featuring both mitzvah age children and adults.
- Living Energy Events & Productions, Proms Made Simple, LLC and the Phoenix Fashion Week team of stylists have partnered to produce this show for the Phoenix Jewish Community.

### Event Marketing & Promotions

Mitzvahs Made Simple Expo & Fashion Show advertising and promotional support includes:

- Advertising campaign in Jewish News of Greater Phoenix
- Event website at [www.mitzvahsmadesimple.com](http://www.mitzvahsmadesimple.com) in April
- Living Energy Constant Contact email blasts to more than 2,000 viewers once a month began in March
- Dedicated Facebook event page with regular social media updates upon launch in April
- Email invites PDF provided to sponsors and exhibitors for their prospective clients in June
- Living Energy communications to potential Mitzvah clients began in March
- Media support through Proms Made Simple, LLC
- 10,000 full-color printed postcards distributed to:
  - All Valley Synagogues and Jewish Day Schools
  - Living Energy's Desert Boogie on September 26, at Congregation Beth Israel to targeted Mitzvah families and alongside Desert Boogie marketing materials starting in June
  - PHOENIX Fashion Week to more than 4,000 fashion enthusiasts throughout the 3-day event, September 30 – October 2
  - Sponsors and exhibitors' places of business

### PRESENTED BY:



### SPONSORED BY:





## EXPO & FASHION SHOW

**Show Management:**

Toby Indech & Damita Curry  
480.694.6454; [info@mitzvahsmadesimple.com](mailto:info@mitzvahsmadesimple.com)

Living Energy  
8350 E. Evans Rd. Suite A-3, Scottsdale, AZ 85260  
Fax: 480.629.8871

## SPONSOR & EXHIBITOR INFORMATION

### Sunday, November 14, 2010

12:00pm – 4:00pm Fashion show time: 2:00pm

Admission price: \$10 on-line per person/\$15 at door per person

### Hilton Scottsdale 6333 North Scottsdale Road, Scottsdale, AZ 85250-5428

Join an estimated 65 unique mitzvah focused exhibitors for an interactive expo and fashion show featuring both mitzvah age children and adults.

General categories include:

- Customized printer
- Décor
- Entertainment
- Event rental
- Fashion & accessories
- Photographer/Videographer
- Specialty caterer
- Synagogue
- Transportation/Security

### RESERVE YOUR SPACE NOW!

#### Early Bird Booth Pricing

	April – June 1	June 2 – August 30
Full-size booth*	\$375	\$400
Double-size booth*	\$750	\$800

\*Please add \$25 for electricity

### Exhibitor Packages:

#### Exhibitor Booth Pricing (up to 4 vendors each per category)

- **\$450** (10x8) full-size booth and **\$850** (20x8) double-size booth include:
  - (10x8) booth: 6' covered table and two chairs, (20x8) booth: (2) 6' covered table and four chairs
  - (10x8) booth: two complimentary staff tickets, (20x8) booth: four complimentary staff tickets
  - Web listing on [www.mitzvahsmadesimple.com](http://www.mitzvahsmadesimple.com)
  - Company name on tent-card signage and placement adjacent to non-competitor booth
  - Company listing in Expo and Fashion Show program
  - Add **\$25** for electricity (up to 20 amp)

### Event Sponsor Packages: \$1,000 each level category

- Gaming/Lounge Sponsors: 2 packages available for (1) video gaming and (1) lounge furniture sponsor
- Decor Sponsor: 1 package available to decorate registration, fashion stage and other high-traffic areas
- Shopping Bag Sponsor: 2 packages available to place your company logo on up to 1,000 bags
- Photographer: 1 package available to cover the event and market and sell pictures post event
- Videographer: 1 package available to cover the event and market video post event

Each Event Sponsor Package includes:

- Company name/logo inclusion in all advertising, online marketing, press releases and event signage
- Company name/logo inclusion on video montage at main stage and during fashion show
- Full-size booth package with premium selling floor placement